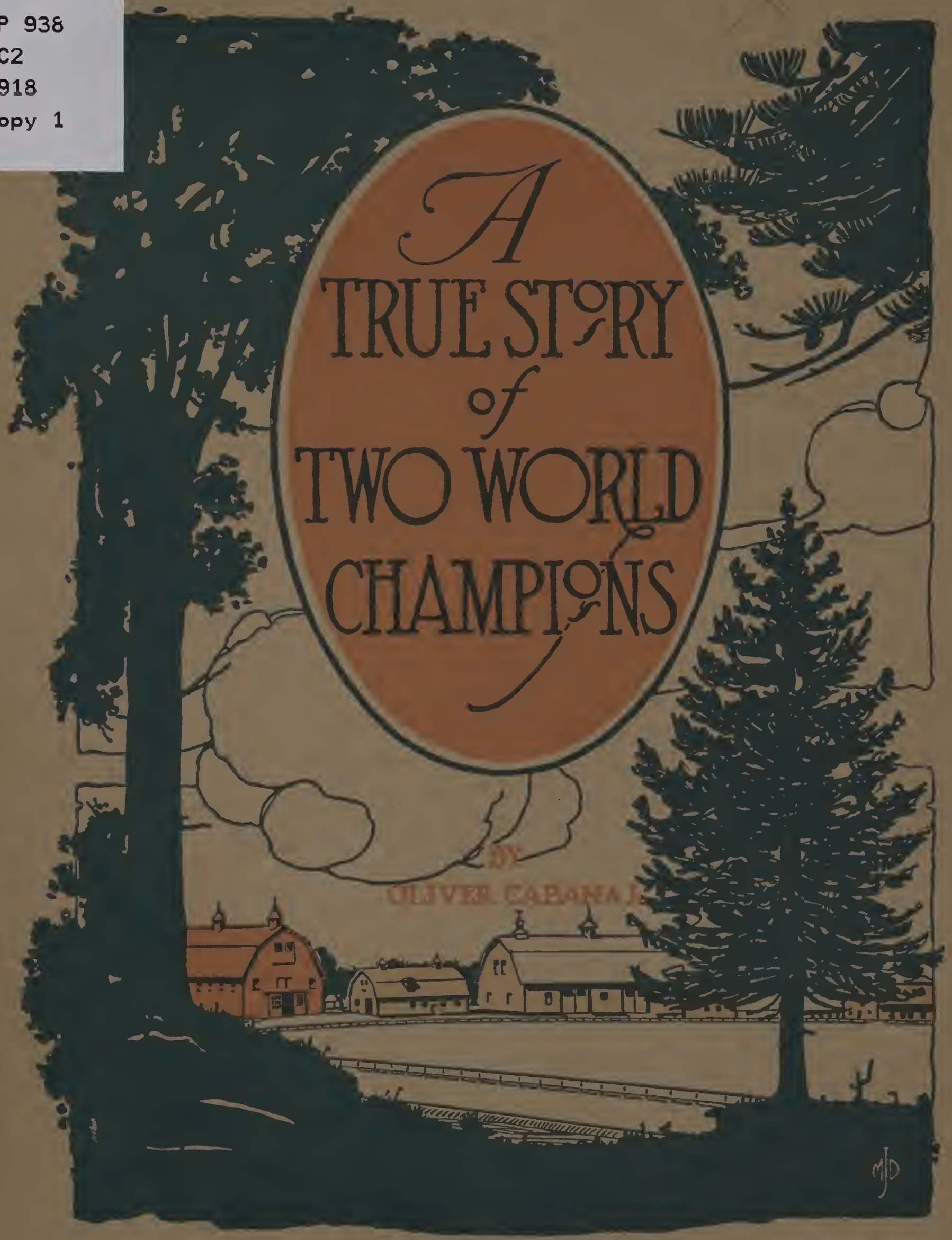
TP 938
.C2
1918
Copy 1

A TRUE STORY of TWO WORLD CHAMPIONS

BY

OLIVER CABANA JR.



A TRUE STORY

OF

TWO WORLD CHAMPIONS

BY

OLIVER CABANA, JR

DONE INTO A BOOKLET FOR THE
BUFFALO SPECIALTY COMPANY
BUFFALO, NEW YORK

TP935
.C8
1918

COPYRIGHT, 1918,
BUFFALO SPECIALTY COMPANY
BUFFALO, N. Y.

Second Edition

JAN -2 1919

©CL.A511218

FOREWORD

THIS is an absolutely true story of the making of two great world records and of the incidents and contributing causes which led to material success in my life. The few characters introduced are real and their correct names are given.

I have made the narrative as brief as possible and in it I believe the student will find much that will assist in the attainment of substantial business success.

I repeat, this is a true story, every word. It is the story of a part of my business life and I have lived every incident of it,

Allow me, therefore, to offer you the story of Liquid Veneer, a "dream come true," and of Segis Fayne Johanna, the World Wonder Cow—two outstanding world records, how they were made, and how they became associated together.

Oliver Cabana Jr

A TRUE STORY OF TWO WORLD CHAMPIONS

CHAPTER I

WHAT has the Champion Cow of the World, Segis Fayne Johanna, to do with Liquid Veneer? In answering that question, I am going to take you back, for just a few moments, into my early life and relate to you, briefly, some personal incidents and early circumstances which, besides gradually making clear to you the experiences through which I passed in leading up to the making of these great World Records, will, I hope, prove of assistance to others in attaining success in life.

When a child, living with my parents at Island Pond, Vermont, I was greatly interested in fairy tales, but the pleasure I derived from hearing them read or having them related to me was almost counterbalanced by the keen disappointment I felt when I learned that fairy tales were not true stories. I recall that I frequently had a strong feeling of wonderment as to why people could not *make them come true.*

Even before I was old enough to go to school, I was very fond of sitting in the room with older people, when we had company, and hearing them relate their various experiences, particularly those connected with their business affairs and farm work.

Before my school days began, a great era set in for me. My

A TRUE STORY OF TWO WORLD CHAMPIONS

sister procured a publication that contained a story of the success of John Wanamaker, as a retail merchant. At last here was a *true* story, quite as fascinating as any fairy tale—the experiences and success of a great merchant. Ah, how I enjoyed that story and asked that it be read to me over and over again.

¶ I remember very distinctly one of my very earliest ambitions and it may not be amiss to relate it here.

Shortly after I began going to school, when returning home one afternoon, I stopped to see my father, who was a mechanical blacksmith, working for a railroad company. It was then that I saw, for the first time, a stationary engine and boiler driving the machinery for sawing cord wood, which was the only fuel used by the locomotives in our section at that time.

This engine was used to run a circular saw and it seemed to me then, a youngster of less than seven years old, nothing less than a marvel. I was fairly rooted to the spot and took in every operation; witnessed the young engineer, Al Needham, throw wood into the fire box, saw him shut off the valve and stop the engine and noticed his turning it on again to start it ❧ I also learned that the engineer was paid the fabulous sum of $1.25 per day. Right here, I think I may safely say that no remuneration has ever looked as big as that to me since ❧ After a half hour's careful inspection I returned to where my father was working and told him that I now understood all about the work, was capable of becoming an engineer, and asked him if he could not arrange to get me the job.

I was bitterly disappointed when I realized that I failed to impress my father with my assurances that I was perfectly competent to hold the position and to earn that $1.25 per day.

¶ About this time I had the opportunity of visiting the general store of Bartlett & Robinson, in the village, some little distance from the farm on which we lived, and I learned from my mother that Mr. Bartlett, the senior member of the firm, had organized the business, had made a lot of money and had left his home town, Island Pond, for larger fields of endeavor ❧ He still retained his interest in the general store and reports were

The Cabana Homestead, near Island Pond, Vermont

to the effect that he was developing into a wonderful business man and was accumulating a vast fortune in the great West. ¶ To me, this was another inspiration. Here again was a fairy tale coming true and almost right before my eyes. Surely, John Bartlett was not a myth; though I had never seen him, was not his name upon the sign above the door—"Bartlett & Robinson" There were evidences of his work on every hand and the story of his success, as related to me by my mother, was one of the greatest inspirations I ever received. To me, John Bartlett was a marvel of successful manhood, a captain of industry, a demigod! As I grew older and talked with the inhabitants of the village I came to realize more fully than ever that John Bartlett was a living, breathing, successful man—the second man of whom I had ever heard as making a fairy tale come true.

I can recall that through it all there gradually developed within me a feeling and determination that I was some day going to make a fairy tale come true on my own account and that I was going to become a successful business man.

I could tell of many incidents and experiences which might prove of more or less interest to the young man starting out,

Oliver Cabana, Jr., at 15 years of age.

but on account of limited space, I will relate but a few from which it will be apparent that I was observant and ambitious.

When I was eleven years old—I recall the age because it was the Centennial Year—there were born, on our farm, two male calves, which I remember I prevented from going to the butcher's by obtaining my father's consent to raise and train them for use as oxen on the farm ☙ I made a small pine yoke that was very light and those two calves were yoked together and walked around in that way when they were no more than a week old. It is needless to say that I never had any trouble training them, because they grew up as though they fully understood that their lot in life was to wear a yoke, at least a goodly portion of the time ☙ The following spring, when yearlings, they did a lot of the light work about the farm and proved, in busy times, a very important addition to our little establishment. As two-year-olds they were a great team and did all of the farm plowing as well as a great deal of other work.

The time came when I wanted to attend the village school, instead of the country "district school," and as the rigor of our Northern winters made it uncertain about being able to attend regularly, the roads often being impassable, I secured a position as lamp-boy at the hotel near the school, doing my work night and morning and attending school during the day. For remuneration I received my board and lodging.

During the summer vacation, when I was eleven years old,

I hitched up the old bay mare, " Kate," to a wagon of ancient date, which I had spruced up as best I could, tacked two home-made tin signs on the sides, lettered " Job Team " (doubtless feeling that the horse and wagon constituted quite a " team "), and proceeded to become a competitor of the village cartman, with a little success and a whole lot of experience.

The following winter, when twelve years old, I took a " contract " to haul green cord wood from a mountain top to the general store of Bartlett & Robinson; and while it was pretty strenuous work, both for a twelve-year-old boy and an old bay mare, we both managed to pull through all right with quite a little balance in our favor when springtime arrived.

I recall that during the fall of 1876 I answered an advertisement in a country newspaper, for agents to take subscriptions for the " Home and Fireside Magazine," published in Portland, Maine. This was a monthly publication. The subscription rate was $1.00 a year and a premium of four " wonderful " chromos was given to each subscriber.

After some correspondence with the publishers I accepted their proposition. Upon receiving my samples I started out after doing my morning " chores " to canvass the village. My commission was to be thirty per cent, and I met with considerable success, taking seventeen subscriptions that day, at a profit of $5.10, returning home in time for evening " chores " a pretty proud boy.

In doing my canvassing I had kept carefully away from friends, because I feared that I might make a failure of it and I desired to have the failure, if it came, of the least possible personal annoyance

After my first day's successful experience, I became braver and did not hesitate to call upon acquaintances and solicit their subscriptions. I remember, distinctly, screwing up my courage sufficiently to call upon Mr. George W. Lang, a successful farmer and dairyman, whose son, Chester, was a school chum of mine. As we were in very moderate circumstances

and the Langs were considered quite " well off," I always looked upon my chum's family with considerable awe.

When I was ushered into the " parlor " to solicit Mr. Lang's subscription, I found him seated at a desk doing some writing. It was the first time I had been in that particular room and it rather over-awed me to see the successful dairyman at his desk and to observe what at that time seemed like a very expensive carpet and very fine furniture.

I made known my business and was received quite cordially, but when I requested his subscription his reply was a quiet laugh and the remark: " Well, Oliver, Chet. tried canvassing some time ago and made a failure of it; never got a single subscription. I laughed at him both before and after the effort and now I guess I 'll have to laugh at you."

My answer was, " But, Mr. Lang, I 've got a great inducement here, and to prove it, yesterday I took seventeen subscriptions and made a profit of $5.10 in about six hours' work, after my chores."

How well I remember his astonishment and reply. Quickly swinging around in his chair, first glancing at me over his glasses and then transferring his gaze to his son Chester, who was about my age, he exclaimed, " Great Scott, Oliver, you don't tell me! $5.10 profit! Is that so? Surely it 's no laughing matter, unless I laugh at Chet. again."

I did not come away with his subscription, for he was a close figurer, but something seemed to tell me that I had the unqualified business approval of that hard-headed, prudent business man, and the feeling was by no means a disagreeable one.

¶ The last incident I can recollect of my boyhood farm life was that in the vacation season of 1879, when I was fourteen years old, I took a contract to clear " Bobcat Hill " of a lot of underbrush and third growth timber that the land might be put to some use. I took great pleasure in converting this useless land into pasture or tillable condition. I had to wait for my pay on this " contract " and never personally collected it, but left it, as I did my other earnings, to my parents, as I

was soon to be called to what we then termed "Out West."

¶ I had relatives, two half-brothers, in Buffalo, N. Y., and one of them, knowing of my desire to get into a larger field, secured a position for me in the manufacture of leather belting and leather axle-washers.

I did not wait to find out what the compensation would be, but after strenuous efforts I finally won the consent of my parents to leaving them, and on October 1st, 1879, after getting through with my land-clearing contract and drawing in the last load of buckwheat which I had harvested, I left our little hill farm for the "West"—the great City of Buffalo, N. Y.

¶ With my transportation bought, a handbag containing an extra suit of clothes and other necessities and $2.00 in my pocket, I started on my journey to greater things. Three days later I was gazing on the wonderful city of Buffalo, all so strange and new to me—a fourteen-year-old lad with a total cash capital of thirty-seven cents, all the money I had in the world

CHAPTER II

I COULD write a book on my early experiences in Buffalo, telling how I started in at $3.00 per week and paid it all for board, how I began work at 6:30 A. M. and usually finished at 7:00 P. M., how I picked up odd jobs to earn a little extra money, how I never borrowed a cent and for five years never took a day off, never was late once and never had a vacation. What is more, I never thought of taking a day off, nor of taking a vacation and would never have forgiven myself had I been late. My work was my pleasure and how enthusiastic and determined I was!

As soon as my pay increased I used the first twenty dollars saved to pay for a winter term's tuition in the night school of Bryant and Stratton. Step by step, I became foreman, then

shipping clerk, assistant bookkeeper, bookkeeper and office manager, all the while keeping my eye on the job ahead and preparing for it. At the age of nineteen, I was office manager and the firm showed a profit for the first time in its history, if I do say so myself.

Office and factory force, Buffalo Specialty Company, 1894

But mismanagement was rampant throughout the organization and just as soon as the opportunity presented itself, I went into business for myself, the while keeping my old position as bookkeeper. It was then, in 1885, that I organized the Buffalo Specialty Company for the manufacture and sale of specialties. ¶ My total savings at the age of twenty were $480 and this I put into the business. Among the articles we manufactured, in fact the principal one we began with, was a patented belt-fastener, the invention of my half-brother. We incorporated the Company for $5,000, he putting in his patent at $4,000 & I was to get $5.00 per week for my work nights in running the Company and this was to remain to my credit until I had enough to take up my stock in the sum of $1,000.

For a time I continued my position as bookkeeper, for which I received, during the last two years, the sum of $1,000 per

annum. I attended to the business of the Buffalo Specialty Company at the same time by doing the work evenings, and was ably assisted by my young brother, Leon M. Cabana, a boy of fifteen. He packed the goods, labeled the boxes, took them to the freight house in a hand-cart, charged them up on the books, made out the invoices, swept the office, and received $3.00 per week for his work. He became a very capable business man, whom everybody loved and respected. He had much to do with the success of the business, but, alas, we lost him in 1901, when but thirty-one years old. His connection with the business now seems like a dream and is a sweet, sad memory ❧ ❧

The little Company made money from the very beginning, not in large sums, but we were forging ahead steadily all the time. In June, 1886, at the age of twenty-one, I was married, and as our little business was prospering, I determined the following January to resign my position with the firm in whose employ I was and devote all my energies to our new Company.

¶ The following year, in 1887, I bought out my half-brother's interests in the Company, agreeing to pay him the sum of $8,000 therefor. I paid him $1,000 in cash and gave him promissory notes, payable at the rate of $1,000 per year, with six per cent interest per annum, put up all of my stock in the Company as collateral security and placed a second mortgage on my little home, there already being a first mortgage on it.

Now that I was devoting my entire energies to the work, both night and day, the business went forward much more rapidly and I paid more than one-half of my indebtedness the first full year following the date of my purchase.

During my early struggles I never borrowed any money from friends, never had a friend's endorsement on a note. As I never inherited any money, the $480 was the total sum I had to start with, which sum I had saved from my wages. Moreover, all that I have ever owned has come from the earnings of the Buffalo Specialty Company, and that $480.

Right here let me say to the young man or young woman

desiring to enter business life, that there are, in my opinion, a few underlying principles that absolutely must be observed if the maximum of success is to be attained. These principles are embodied in the following:

FORMULA FOR SUCCESS

First. Ambition. Cultivate Ambition. Desire to do things worth while. Whatever you undertake as your lifework, determine to become an important factor in it. Determine to get to the very top, if possible, and never falter, but stick to your determination, whatever comes.

Second. Industry. Work! Work! Work! Cultivate a love for your work and you will be surprised to find how fascinating it soon becomes.

Third. Honesty. It has been well said that "Honesty is the best policy." Any man or woman building up a business on absolute honesty is building up a foundation that is impregnable and absolutely necessary to permanent and sustained success

Fourth. Consideration for Others. In the sale of your goods or your services, always consider "the other fellow." He may not consider you, but two wrongs do not make a right, and by considering him not only will you win him over in the long run but you will win him over to you permanently, and you will have the satisfaction of setting him a good example of broad business dealings and possibly of seeing him imitate the example you have set and thus become a better citizen.

Fifth. Ability to Stand Prosperity Finally, if you attain to success, in order to make that success permanent, you must be able to stand prosperity. A person becoming successful and accumulating means takes on added responsibilities and duties and the permanence of his success and prosperity depends upon the manner in which the new responsibilities are met and the added duties discharged.

CHAPTER III

DURING the first ten years the Buffalo Specialty Company continued to prosper to quite a pronounced degree; new articles of manufacture, especially along mechanical lines, were added from time to time, but it was always my ambition to manufacture an article of daily use in homes—an article the sale of which could be built up to large proportions ❧ ❧

In 1895 we commenced the manufacture of a very good furniture polish, because I realized that there was not a single polish nationally known and largely sold, on the entire market. While we had a very good article, it was just a furniture polish, and though we advertised it considerably and made many sales, it did not repeat; like many other furniture polishes that "come and go" it did not seem to justify any further expenditure or effort, and as a result we discontinued its manufacture.

This was the first failure I had ever encountered and I did not like it one bit. No matter how busy I was with other things that failure was constantly bobbing up before me. Here was one of my fondest dreams, a fairy tale that had not come true. In days gone by thousands of preparations had been offered to the public for polishing woodwork and furniture, but a national success had never been scored. To achieve a result which so many others had failed to accomplish and in which we, ourselves, had failed, became my greatest ambition ❧ ❧

After a few years of research work and ceaseless experimentation, goaded on by the smarting of our first failure and defeat, there came to us a discovery, a new idea: a new preparation was produced, a preparation the like of which had never before been known in all the world.

I am telling, in a few lines, what it took years of anxious effort, research, experimenting and the expenditure of large sums of money to accomplish. But what an accomplishment it was!

A TRUE STORY OF TWO WORLD CHAMPIONS

¶ Here was a liquid, entirely different from any furniture polish that had ever been known, a preparation that instantly and with almost no labor on the part of the user would transform the furniture and woodwork of the mustiest, dullest room in the world into one of polished cleanliness, sanitation and beauty and leave a perfectly dry surface, free from oil and grease, making old furniture and woodwork look just like new.

¶ But it did not stop there! ❧ Almost endless experiments showed that the preparation would feed or nourish the varnish of pianos, furniture and woodwork and make the finish last very much longer, improving its appearance all the time instead of forming damaging incrustations—the trouble with most oil polishes and furniture polishes.

Ah, but those were happy days, those days of discovery and resultant anticipation! The result of those first trials seemed almost too good to be true. For instance, we found that a small quantity of this new preparation, used on a piece of ordinary cheese cloth, in the hands of an entirely unskilled person, would produce results so closely approximating the work of an expert refinisher that people, upon entering a room where our new preparation had been used, were often led to believe that refinishing, at a large expense, had actually been done, and found it hard to believe that such a transformation could actually be wrought in a few minutes' time, at an expense of a few cents.

While the new product was found to give excellent results on ordinary furniture and finishes, it was also discovered that the finer the original finish, the more marvelous the results appeared to be. That is why, in later years, our advertising has frequently featured a woman using the liquid on a piano or victrola. Of course, no mere furniture polish or oil polish should ever be allowed to touch such expensive articles, as great damage is liable to result. All of our experiments clearly proved that our new discovery was beneficial and actually increased the lasting quality of the most expensive finishes ever produced, and naturally we were highly elated over our discovery.

But that which I believe delighted us the most was finding that in cases where the surface had become incrustated, as the result of furniture polish or wax preparations, the new liquid would remove these incrustations and restore the old finish to its former appearance.

In other words, we found that it would actually repair the damage done by oil, wax, or other similar polishes. This indicated very clearly that the new preparation did not merely glass over the dust, dirt and discolorations, but that it entirely removed all those foreign substances, leaving the surface immaculately clean, the original finish smooth, dry and beautiful.

¶ One of the tests which interested me most and which proved its almost unbelievable cleansing qualities was a simple one, as follows:

We washed a polished surface with soap and water until it seemed thoroughly clean; we then took a piece of cheese cloth, wet it moderately with the new preparation and rubbed the surface just washed; upon examining the cloth it was found black from dirt which it had picked up from that supposedly clean surface, proving this polish the most marvelous cleanser the world has ever known.

The reader will appreciate the tremendous importance of this when I explain that, as wood finishers know, the tendency of all furniture and finished woodwork is to accumulate what experts term a "bloom"—which may be familiarly called mistiness, cloudiness or bluish smokiness. It is really a sort of greasy film that accumulates dust and dirt. It seems to be atmospheric and unavoidable. I was told by the best wood finishers that there was no remedy for this except to remove the varnish and put on an entirely new finish.

Imagine my surprise and delight when I found that our new discovery would entirely remove that bloom; that it was a veritable "bloom remover;" yes, a great deal more than that, because it was found that while removing the "bloom" it left a very minute quantity of nourishment or food for the varnish, in finely balanced proportion.

A TRUE STORY OF TWO WORLD CHAMPIONS

Here, at last, was a truly world-record article; an article which met every single one of our searching and exhaustive tests and experiments, even beyond our highest hopes. Here, at last, was an article that could be readily demonstrated to be the most remarkably effective cleansing and renewing preparation that the world had ever produced, the first long step toward the world record that was to follow.

With the perfecting of this great preparation, we were confronted with the problem of giving it a suitable name, and it surely was a problem. For instance, to be registerable in the Patent Office as a trade-mark and thus be legally protected from infringement, a name must not be descriptive of the article. To be successful, any article, no matter how good, ought to have a good name—a name that is euphonious, well balanced, distinctive and easily remembered. ¶ To select a suitable name for so great a commodity was another long, tedious task.

Our Mr. Egbert T. Brown, knowing how determined I was to give this great preparation a truly worthy name, and realizing the countless number of names that had been considered and rejected, timidly suggested a new one—"Liquid Veneer." ¶ Eureka! Just the thing! Could anything be more perfectly appropriate? Six letters in each word, and therefore well balanced. Six of those letters vowels, making the name smooth, pleasant and euphonious of pronunciation. Both simple and well known English words and, therefore, easily remembered. "Liquid" is a well understood word and "Veneer" is well known as a covering of wood and consequently a "solid" and the direct opposite of "liquid"; therefore, when used together the two words are contradictory and far from descriptive, while at the same time arbitrary, fanciful and clearly registerable as a trade-mark.

At last! That wonderful home-beautifier, that great boon to housewives, was christened "Liquid Veneer," a truly wonderful name, a name destined to become famous throughout the entire world

e naturally lessened. In such
nerous disease germs that infest the
a good opportunity to give us colds,
culosis, and many other chronic diseases.
do to
pleasant
Form the
having the
ooms in which
nd our time as
like out-of-
sphere as
In summer
ould be done
ng doors and
s. But even
weather some
keep both
because so
dust enters.

Girl dusting with a cloth moistened in liquid veneer

wise such a practice is! A few moments'
oist cloth will remove the dust, but how
for the vigor lost by rebreathing the
to tell. Many persons
edicines. This

Extract from Supervisor C. N. Millard's Text-Book on Health and Hygiene, recommending Liquid Veneer

A TRUE STORY OF TWO WORLD CHAMPIONS

Now for the next step. I wanted to find a suitable design or display that would make the name attract and appeal to the eye when seen in print, as well as to excite curiosity — a design which when published in a periodical, would, if possible, dominate the page; so I simply tilted the letters of those two words, thus: LIQUID VENEER This also proved to be a happy thought as the reader will easily observe, by looking at any of our smaller ads which appear on the same page with others, that those two simple, well balanced words, expressed in tilted letters, invariably dominate the page on which they are published.

I fully realized that Liquid Veneer would, especially at first, be likely to be classed with furniture polishes, particularly before the public gave it a trial and realized how far superior it was to any furniture polish that had ever been made ❧ ❧

When we offered Liquid Veneer to the trade at the fifty-cent price, there was a storm of disapproval, because jobbers and dealers were doing exactly as we had feared—classing it as a furniture polish and they wanted to sell it at furniture polish prices ❧ ❧

We were told that it would never sell at fifty cents. "Put it up in a smaller bottle," they said, "and sell it at twenty-five cents." ❧ ❧

But we firmly stood our ground, used only the very best in-

gredients that money could buy and told all who wanted a twenty-five-cent article that they could not get it in Liquid Veneer; and let me say right here that I believe this had very great influence in bringing the public generally to a realization that Liquid Veneer is a complete departure from old-time failure products and that it is entirely different from furniture polish

It was nearly ten years afterwards when, owing to the increasing volume of business that enabled us to buy raw materials in vast quantities at somewhat reduced prices, the public had pretty generally come to recognize the fact that Liquid Veneer is not a furniture polish, that we finally put up a four-ounce bottle at twenty-five cents. At the same time we increased the fifty-cent bottle from eight to twelve ounces, making the fifty-cent bottle contain three times as much Liquid Veneer as the twenty-five-cent size

The phrase, "Price 50c—Worth $50.00," was a masterstroke because it is absolutely true; in fact, in some cases, it considerably understates the actual value that can be had from the use of a fifty-cent bottle of Liquid Veneer and we have known of innumerable instances to prove it.

Space forbids my telling about many of these instances, but I will mention a couple as typical of the experience people are having with Liquid Veneer.

The mahogany- and- gold-finished peacock-room of the Genesee Hotel, Buffalo, N. Y., which is, in fact, their cafe, was about to be entirely refinished and patrons were to be sent upstairs into an improvised dining-room until the room was finished, which was expected to cover a period of about three weeks' time.

Upon learning what was contemplated, I approached one of the men in authority and told him he could entirely save that expense, turmoil and trouble to the management, as well as the discomfort to their patrons and the consequent loss of trade, if he would use a few bottles of Liquid Veneer to renew the interior of the room. He immediately acted upon the suggestion

and got three or four of the waiters to do the work after midnight, requiring only a few hours' time.

The room was entirely "done over;" the mahogany finish looked brand new; the gold leaf at the top of the massive columns and elsewhere, formerly badly tarnished, was now as bright, clear and new as the day it was put on; all made so by going over the surface with cheese cloth moistened in Liquid Veneer, the simple operation being done by waiters, men entirely without previous experience.

I will cite just one more instance—I have thousands and thousands of similar testimonials among our records. This one can best be told by publishing the letter, as follows:

"Buffalo Specialty Company, Buffalo, N. Y.

Gentlemen:

Please find enclosed check in full for the Liquid Veneer sent us some time ago. We have made the fixtures in our store look just like new, and two pennies' worth of Liquid Veneer on a fine, shelf-worn guitar, made it look so new that we put the regular price on same and sold it for Six Dollars more than we had been holding the instrument for, for twelve months. One bottle of Liquid Veneer is worth One Hundred Dollars to any store, office, school or home.

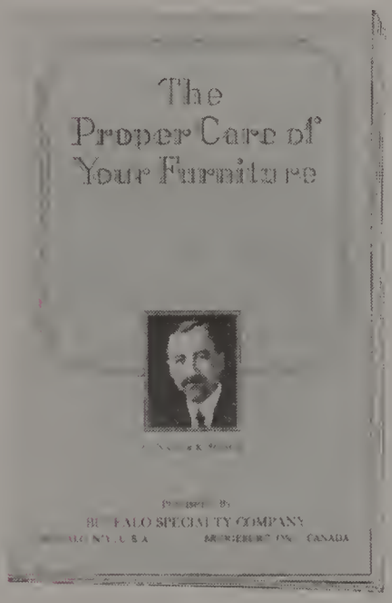
Respectfully yours,
SANDERSON & COMPANY,
Paducah, Ky."

In connection with Sanderson & Company's reference to the use of Liquid Veneer in schools, we invite your attention to the illustration on page 17, of a clipping taken from C. N. Millard's Text Book on Health and Hygiene, showing a girl dusting with a cloth moistened in Liquid Veneer. This book was written as a text book for use in schools throughout the country ❧ ❧ Right here I want to make perfectly clear a point that is liable to be misunderstood or misconstrued. Liquid Veneer does not refinish in the sense that the word is ordinarily understood;

that is, it does not act like a varnish or leave any coating or incrustation. What it does is to remove all foreign matter, including dust, dirt and discolorations, and bring out the full beauty of the original finish by nourishing and reviving it ❧ If a piece of furniture or woodwork never had a good finish Liquid Veneer will not materially improve it. If the varnish is all worn off, Liquid Veneer will not restore it; but if the finish was originally good and has become dull and tarnished, Liquid Veneer will clean, revive and renew it in a way that seems almost magical.

In the booklet entitled "The Proper Care of Your Furniture," Walter K. Schmidt, an eminent authority on the subject of wood finishes, goes into the subject very thoroughly and calls attention to the points of superiority of Liquid Veneer as a cleaner and renewer of finishes. This booklet has had a wide circulation, requests having been received for it from all parts of the country.

I will not go into the details of the manner in which we financed the enterprise and planned the advertising campaign which was to introduce Liquid Veneer into every nook and corner of the world.



Walter K. Schmidt, famous authority on wood finishes, points out superiority of Liquid Veneer in his book, "The Proper Care of Your Furniture."

Truth is mighty and will prevail. The statement that Liquid Veneer has no equal, no competitor, is absolutely true. ¶ The very men who had protested against the retail price soon duplicated and increased their orders and expressed surprise that Liquid Veneer sold so readily at fifty cents a bottle.

This was a case where the manufacturer understood better than the jobber or dealer that the public wanted something superior and was willing to pay for it. The reason, doubtless, is that neither the jobber nor the dealer could realize what a truly remarkable pro-

duct Liquid Veneer is and they very naturally put it in the same category with ordinary furniture polishes.

But we had another grave problem to solve in order to have Liquid Veneer universally used and to accomplish it within a reasonable period of time. Housekeepers were not accustomed to polishing their furniture and woodwork, unless it were at housecleaning time; therefore, any polishing or cleansing agent would, of necessity, be of uncertain and intermittent, instead of daily, use.

A woman could not forget to use soap in her home because the necessity was daily forced upon her; she could not forget her feather duster because her daily dusting reminded her; she could not overlook her broom because her floors promptly reminded her of the necessity for its use, but she could quite readily forget, or entirely neglect to polish her furniture and woodwork, at least until housecleaning time.

Here is the way the problem was solved: In the first place we found that the most marvelously effective way to dust woodwork and furniture, a method that instead of scattering the dust, as is the case with a feather duster or dry cloth, actually picked up and entirely carried away the dust and dirt for good, was to take a piece of cheese cloth for a duster, moisten it moderately with Liquid Veneer and dust with that cloth. By adopting this method five distinct and very desirable things were accomplished in one single operation ❧ First, dusting so effectively, so beautifully and so easily that no other method can possibly equal it. Second, stains, spots and finger marks were removed. Third, small scratches and mars were obliterated. Fourth, woodwork and furniture were beautifully polished. Fifth, the finish was nourished and preserved. Truly, as I said before, a wonderful array of good things ❧ ❧ The solution was simple. Feature these points in ads and pound away constantly on the dusting feature until the point would be reached where a woman, thinking of the necessity for dusting, instantly associated Liquid Veneer with her dusting thought and the day would be won!

From that time we used, in our advertising campaigns, such expressions as these: "Do Your Dusting With Liquid Veneer," "Throw Away Your Feather Duster and Dust With Liquid Veneer," "Liquid Veneer, Use It For Dusting," and many others of a similar character.

There is no doubt that the marvelous efficiency of Liquid Veneer for dusting, did more than any other one thing to bring about its use in such enormous quantities all over the world. This, then, was the triumph of an idea.

My readers will appreciate that the distribution and use of Liquid Veneer is not confined to any particular country, class or creed. It is used in every civilized part of the world, from the Valley of the Yukon, in Alaska, to the tropical regions of South America and Africa; in the remotest mining towns of Siberia and in South Africa and Chile; in the Occident and the Orient; in New York, London, Paris, Buenos Aires, Melbourne, Montreal, and thousands of other cities throughout the world, as well as in the little villages and the country cross-roads ❧ ❧

It is used in imperial palaces and in the humble dwellings of the poor; on board great steamships that circumnavigate the globe; in Jerusalem, the Holy City; in Rome, the Eternal City, with its Vatican and art treasures; in Mecca, reverenced by the Mohammedans; in Peking, with its Buddhist temples and its wonderful old palaces containing some of the most beautiful furniture in the world; in Calcutta, the capital of India, that country of mystery and romance.

The sale and the usefulness of Liquid Veneer know no bounds; its quality, no equal; its popularity, no rival. These are the reasons why it has been said in connection with this famous product—"Oil Polishes Come and Go, but Liquid Veneer Goes On Forever."

This is world record number one with which this story has to do. Without it, Chapter IV of this booklet would never have been written.

To introduce and sell so meritorious an article as Liquid Veneer

in every nook and corner of the universe, an article that improves and beautifies every home, reduces labor, conduces to sanitation and good health, and, therefore, benefits humanity, is a world record of which I am very proud and the revenue I have derived from it has made it possible for me to engage in a still greater enterprise, the development of the most useful animal to mankind in the world—the thoroughbred Holstein cow

In this way, world-record Liquid Veneer has a very definite connection with that other record holder, Segis Fayne Johanna, whose greatness was developed at Pine Grove Farms, which were bought and at first operated with Liquid Veneer money.

CHAPTER IV

IN the year 1911, I purchased a farm of 193 acres located thirteen miles from Buffalo This formed the nucleus of Pine Grove Farms. I have added, however, to my original purchase until my holdings comprise 1100 acres. I really purchased the original 193 acres as a home for a few trotting horses, which I owned, trained and raced for recreation

I will not, for lack of space, go into describing the interesting work of developing that farm and erecting a lot of buildings, nor of how I happened to decide upon raising Holsteins. I made my first purchase from Mr. M. L. Allen, of Niobe, N. Y., who came to me as Farm Superintendent and whose herd of eight registered Holsteins I bought.

I learned that there was a great demand for registered Holstein cattle, because they were the greatest producers in the world and held all world records for both milk and butter production for all periods of time, from one day to one year. I virtually ate up all the literature I could find on the subject.

A TRUE STORY OF TWO WORLD CHAMPIONS

I found it to be most intensely interesting. Why, just think of it! The cow is the foster-mother of the human race; she yields the most delicious food in the world—milk, cream, butter and cheese. Her flesh, veal and beef, are practically the standard meats of the world ❧ Her hair is valuable for plaster, her hoofs for glue, her horns for combs; her hide makes the best leather in the world and she is our one great source of supply of that commodity.

When I learned from Federal statistics that the average annual production of milk per cow throughout the United States is 3,500 pounds and that at the time of which I am writing one purebred, registered Holstein cow had produced, under official test, over 30,000 pounds of milk in one year, (since then the record is over 31,000 pounds, or nearly ten times the average yearly production of milch cows in the United States), the possibilities seemed stupendous.

When I further learned and considered that cattle are absolutely necessary to maintain the fertility of the soil and that it is a well-known fact that the crop production of some dairy farms is frequently double the production of farms where no cattle are kept, I could clearly see that the development of high-producing dairy cattle is one of the most broad-gauged and patriotic occupations in which one can possibly engage ❧ Among my early purchases were a two-year-old heifer, for which I paid $1,000, a six-year-old cow that had made twenty-six pounds of butter in seven days in official test, for which I paid $625, and an eight-months-old bull that cost me $2,500. To me, these early investments seemed fabulous sums to pay, but they were as nothing to that which followed.

I think there is no doubt that every well-intentioned person likes to engage in an occupation from which others may derive benefit, the community at large, for instance. That is exactly the way I felt about the Holstein business; in fact, it seemed to be the most interesting business and the one most prolific of great results of any I had ever known and I determined that at the earliest opportunity I would purchase the very best

animals in the world, if I could secure them. I realized that the most important thing for me to do to put my farm and breeding enterprise " on the map," as well as to raise the very highest-producing animals in the world, was to purchase the greatest sire that money could buy. The most outstanding animal that came to my notice at that time was a bull named " King of the Pontiacs " and through another party I offered Stevens Brothers, of Liverpool, N. Y., the sum of $50,000 for that bull ❧ The offer was declined.

The few of my friends that learned I had made such an offer for a bull looked at me in such blank astonishment that I thought they felt certain I was going crazy. I looked over the pedigrees of all the great sires of which I could get a list, studied them carefully, talked with breeders and personally visited a number of herds and sires in my effort to get the best in the world ❧ One day, when conversing with Barney Kelly, the Holstein auctioneer of Syracuse, N. Y., he asked, " Why don't you buy that bull of Dollar's? His name is ' Rag Apple Korndyke 8th, ' and let me tell you he is the greatest bull in the world."

Rag Apple Korndyke 8th
the Greatest Bull in the World

I had never seen this sire, but I knew about him, and that " greatest bull in the world " talk, if true, appealed to me more powerfully than I wanted Kelly to realize. I did not say anything to Mr. Kelly, but I studied the pedigree of Rag Apple Korndyke 8th very carefully, and the more I studied it the greater was my desire to own that animal.

Mr. Dollar had developed the greatest herd of cattle in the country, of its size; he had developed several Champions of

the World, one of them being Pontiac Lady Korndyke, Champion of the World, over all ages and breeds, and mother of Rag Apple, and it was generally understood that this wonderful herd would be sold, since Mr. Dollar had recently died ❧ ❧

In order that you may fully understand the greatness of Rag Apple Korndyke 8th, I want to explain that he carries seventy-five per cent of the blood of the greatest bull the world had ever known, Pontiac Korndyke, whereas, King of the Pontiacs, for which I had offered $50,000, carried only fifty per cent. Besides, King of the Pontiacs was nine years old, while Rag Apple Korndyke 8th was only four years past.

While I was considering these matters the dairy papers announced that the great Dollar herd was going to be sold at public auction at the Liverpool, N. Y., Sale Pavilion, January 4th and 5th, 1915, to close the Dollar estate, and that it would, of course, be headed by that great young sire, Rag Apple Korndyke 8th ❧ ❧

In company with Mr. Allen, I immediately went to Heuvelton, N. Y., to the Dollar farm, to have a look at the bull. We found him a magnificent specimen, a show animal of the highest type, and I then and there made up my mind that I was going to own that bull or there would be some real fireworks at that auction sale.

It was generally conceded that Mr. Dollar had raised and developed the highest record-quality herd of cattle in the world, and an opportunity to buy at auction such wonderfully-bred and high-record Holsteins had never before been presented to the public, and I might never again have such an opportunity.

¶ I had never "plunged" into anything in my life. Up to this time I had invested money in a good many enterprises, always in a careful, conservative way, but here was rather a different situation; here was an opportunity that might "knock but once," so with my jaw set and in company with Mr. Niemann, my business manager, Mr. Allen, my farm superintendent, and four or five close personal friends, I attended the sale ❧ There was a great attendance; Holstein breeders from Maine

to California were present and interest and excitement ran high. After the opening announcement and speeches were made the sale began and good prices were realized from the beginning. At noontime, before the sale was adjourned for luncheon, it was announced that the first animal to be sold that afternoon would be the great sire, Rag Apple Korndyke 8th, and all were requested to be in their places for the event.

There was a rush for seats until the pavilion was packed to the doors. When the audience had settled itself there appeared, coming up the inclined runway to the elevated platform, the massive head and shoulders of Rag Apple Korndyke 8th. When he came into full view, with head up, gazing at the crowd in apparent wonder at his surroundings, with his shining hide, great crest and straight-back line, he presented a magnificent picture of animal strength and individuality. Immediately there was a buzz of suppressed excitement, then an outburst of applause and the great sale was on.

More announcements and speeches by the salespeople and representatives of Mr. Dollar's estate, and the incomparable Barney Kelly, with customary piece of rubber hose in hand, pounded the stand and called for bids. "Five Thousand Dollars," came the first bid, quickly followed by "$6,000," "$7,000," "$8,000." Mr. Allen was to do the bidding for me, but up to that time he had been as silent as a sphinx. "Ten Thousand," some one called out and at that point Mr. Allen bid Eleven Thousand.

"Another man in the game," cried the auctioneer. "$12,000." "Thirteen Thousand," spoke Mr. Allen; "$14,000" came from a competitor. "Fifteen Thousand," again spoke Mr. Allen and there was a round of applause, our bid equaling the world-record figure for a dairy bull at public auction Mr. Allen did not stop there, but continued to bid—"$16,000, $17,000, $18,000, $19,000, $20,000." At this everybody stood up and cheered. "Twenty-one Thousand," spoke somebody; "$22,000," came from Mr. Allen. Then there was a slight pause; "$22,500," came from the other side of the room,

just a little groggy like—the first break in round thousands. I leaned over to Mr. Allen and whispered, "Round it out to $25,000, quick, and he may stop for good." "Twenty-five Thousand Dollars," called Mr. Allen amid thunderous applause and the bidding stopped.

Was it possible that I was to get this great animal at that figure? Yes, it was; they worked hard for more bids, but Kelly finally called, "Sold to Mr. Cabana, of Pine Grove"; and what I believe to be the best business investment I ever made had been consummated.

It was a world record—the highest price ever paid for a dairy animal at public sale ☙ But this is not one of the two world records which this story is intended to relate.

In addition to buying this great bull, I bought fifteen cows and heifers, the very cream of the herd, including Pontiac Pet, former Champion of the World, and one of the greatest cows living. The sixteen head cost me $59,750, and constituted the largest sale of cattle ever made to one individual, another world record—which does not count in this narrative, as there were still greater things in store for Pine Grove.

And now I come to the one cow that had become famous long before she was brought into the limelight as "The Liquid Veneer Cow." I refer to Segis Fayne Johanna, purchased by me in June, 1913, at a sale at Syracuse, for $1,400. I had read about her, and studied her pedigree, and went to Syracuse purposely to purchase her if she suited me individually, but expected to pay a great deal more than $1,400.

When she was led into the ring she looked just a little delicate and when I had bid $1,400 I turned to an acquaintance and said, "This is my last bid; she looks too delicate to me to go higher. If they want her they can get her." It makes me shudder now to think how easily somebody could have gotten this great prize away from me had he made one more bid. It was not forthcoming, however, and she became my property.

When I bought Segis Fayne Johanna, she had a record of 30.66 pounds of butter in seven days—that is, the butter con-

tent of her milk production for seven consecutive days amounted to that much. That was a very creditable record for a junior three-year-old. When five years old she increased her record to 31.89 pounds and at that time I was offered $6,400 for her and a nice heifer calf she had just presented us; so, in a very short time I could have netted a handsome return on my investment had I decided to sell her and the calf ❧ But I sold neither.

Segis Fayne Johanna

When six years old, Segis Fayne Johanna increased her record to 35.30 pounds of butter in seven days, which even then placed her among the great cows of the world, for at that time there were less than forty cows that had records as great as 35 pounds. ¶ At seven years, she dropped back a little, her best effort being 33.29 pounds of butter, but this gave her credit for four records of thirty pounds or over to date; and when it is considered that there were only two other cows that had similar records, it will be seen that Segis Fayne Johanna was already a great cow. In fact, her four records averaged higher than those of her two competitors, and in that respect she was even then champion of the world.

The following year, as an eight-year-old, Segis Fayne Johanna had developed into a wonderfully big cow, weighing not far from a ton. She surely was a magnificent specimen, and her calf proved to be a male, a son of Rag Apple Korndyke 8th ❧ We put her in official test for the fifth time and she certainly startled us all and kept us all under terrific tension for some time ❧ ❧

I may say here that official records are made under the super-

vision of officials sent from the Agricultural Departments of the States; that these State Departments co-operate with the Holstein-Friesian Association of America and that the official records are made under very strict supervision and are thoroughly authenticated, after which a certificate of Advanced Registry is issued by the National Association, and a cow making a good record becomes valuable in accordance with that record, as do all of her calves.

Cows in official tests are milked four times a day; that is, every six hours, night and day. The very first milking in her official test, Segis Fayne Johanna started at a 43-pound gait for the seven days. In the second milking she ran at a 47-pound gait; the third milking at a 57-pound gait; the fourth milking at an average of 49.58 for the seven days, and the second full day she ran at nearly a 53-pound gait, the two days combined figuring at the rate of 51.26 for the seven days.

The reader will appreciate the tensity of things when I explain that while it had for some years past been predicted that the 50-pound cow would be developed some day, most people considered it would be very far in the future, while others thought that mark would never be reached; but the next day she dropped down to a 47-pound rate for the day, after which she increased again and continued around the 50-pound mark from day to day.

Immediately at the close of her first day's test we wired to M. H. Gardner, of Delevan, Wis., Superintendent of Advanced Registry, in whose charge all this official work is done, he operating through the Agricultural Departments of the various States. Mr. Gardner wired back his congratulations and ordered a verification and observation test.

This means that while we already had two supervisors at the farm, two additional men came from the Agricultural Department and they kept Segis Fayne Johanna under observation both night and day; both were present at each milking and both made independent tests, each to verify the other ☙ ☙

Here was a marvelous record being made, and the first two

supervisors also observed and tested the samples and verified the figures. Practically, there were four State officials at the farm supervising this great record. On the last day, Professor H. H. Wing, in charge of the Department of Animal Husbandry at Cornell University, and through whose office Superintendent Gardner operates for the State of New York, came personally to Pine Grove Farms and supervised the last day's milking, together with his other officials. No record in the world was more thoroughly authenticated than was the great record of Segis Fayne Johanna, and she wound up the day by completing the marvelous butter record of 50.68 pounds for the seven days, her highest butter production for one day being a little under 7 3-4 pounds, and her highest milk production being 110.8 ❧ At last, the 50-pound cow was a reality. She was Segis Fayne Johanna, and I had the great honor of having her in my stable as my property.

The Associated Press flashed the news all over the world and Pine Grove Farms at once became the Mecca of the entire dairy world. Reporters and editors of dairy and agricultural papers in dozens visited Pine Grove. It was a great sensation, and requests for the photograph of Segis Fayne Johanna came from every direction. We have a record of over 1600 different papers that published photographs and an extended account of her wonderful performance, not counting mention made in the country's great dailies.

I had the pleasure of receiving congratulatory telegrams from interested people all over the country; one of my friends came to my office, warmly shook hands with me and said, " Cabana, I would prefer owning that cow to being President of the United States." ❧ ❧

I can not say that I agreed with him, but surely the ownership of that cow gave me unbounded pleasure and gratification. This record was made nearly two years ago and Segis Fayne Johanna still holds it. The second highest record is 47.35, and is held by her own daughter Segis Hengerveld Fayne Johanna, which I also own.

A TRUE STORY OF TWO WORLD CHAMPIONS

In conclusion, I wish frankly to answer the question, "What has Segis Fayne Johanna, the Champion Cow of the World, to do with Liquid Veneer, and why are they linked together in this booklet?" There are several reasons for it and they are as follows:

First. Some months ago I was approached by a gentleman who claimed to know nothing whatever about cows, his claims seemingly being fully borne out by his conversation. He wanted to buy Segis Fayne Johanna, and urged me to price her ❧ While I told him I would not part with her at any price, I did discuss her value with him and based it upon the selling value of her progeny, whereupon he told me that if I would price her at $150,000 he would guarantee his people would close the deal at once. I declined to act on the suggestion.

I did not learn who his principals were, but was under a strong impression that they were large national advertisers, not in any manner connected with the dairy industry and that Segis Fayne Johanna was wanted for advertising purposes only ❧ If she is valuable for advertising purposes to people having nothing whatever to do with her breeding and development, why should I not tell her story and link her, in the telling, with that other World Champion, Liquid Veneer, the product that made the development of Segis Fayne Johanna possible? ¶ Before I realized what a stupendous-producing dairy animal I had in Segis Fayne Johanna, I had to put her in official test for four consecutive years until her great world record was made. All this time Liquid Veneer was paying the bills. Why should she not be linked with Liquid Veneer, and why should she not properly be called "The Liquid Veneer Cow?"

Second. I consider that these two World Records—Liquid Veneer and Segis Fayne Johanna—are the outstanding successes of my entire commercial career, and in this story I have merely related some of the details of their accomplishment ❧

Third. To have developed and produced an article of such rare quality as Liquid Veneer, the use of which is highly conducive to health through the elimination of germ-laden dust;

an article that has been the means of saving immense sums of money that otherwise would have been paid for refinishing; that has helped to raise the standard of good housekeeping and at the same time has lightened the burden of work in millions of homes; an article the qualities of which are so pronounced that it is being sold and used in practically every nook and corner of the entire world;—this is a work that I feel has been decidedly worth while.

To be fortunate enough to have developed and to own the Champion Cow of the World over all ages and breeds, considering that the cow is, by far, the most useful animal to mankind in all the world, is a fact of which I confess I am distinctly proud

Fourth. In the hope that it may be of much benefit to any man or woman seeking success in life, may I be permitted to say that I strongly believe that perseverance in any undertaking is of the greatest importance. Its importance can be proven by so many examples that I will cite only one case —that of Segis Fayne Johanna.

I maintain that after her fourth official test, when she did not equal her previous record, as she had attained to the mature age of eight years most men would have concluded that she had probably seen her best days and would never be able to increase her record, and would never have gone to the trouble and expense of preparing and testing her again.

¶ Had I taken this view the world would not now have a fifty-pound cow, and the full measure of the marvelous capacity and great production of Segis Fayne Johanna would never have been known, and in consequence, the utmost advantage could not have been taken of it, as is now being done in upbuilding the productivity of the other herds of this great country.

Finally, I have promised you a true story Here it is. As I said in the preface, it is true—every word—and I have lived every incident of it. That it may be of some benefit to the reader is my earnest wish

¶ SO HERE THEN ENDETH "A TRUE STORY OF TWO WORLD CHAMPIONS," AS WRITTEN BY OLIVER CABANA, JR., AND DONE INTO A BOOKLET, YULETIDE, MCMXVIII

LIBRARY OF CONGRESS
0 033 266 800 6